

**Industry 2012 Committee**  
**July 19, 2012**  
**MINUTES**

**CALL TO ORDER at 8:00 am** by Bridget Powers

In attendance: Mike Fluty, Bud Richardson, Dave Snyder, Rich Anderson, Jennifer Henry, and Jocelyn Maddux.

Dave Snyder handed out an updated invitation. A conversation followed regarding updating sponsors, new and removing non responsive sponsors. He will sending out a digital copy of the invite for use soon. He said Kelly will be sending out a last push for sponsors this week. The invitation will be finalized at the Aug 2<sup>nd</sup> meeting so printing and mailing can begin.

Dave Snyder spoke about the targeted list of businesses from the database. Mike Fluty asked about the list of local businesses that will be contacted.

Bridget Powers talked about the email blasts created by Bob Richardson, she said she will email these out to the committee members so they can see what they look like. She also reported on behalf of Bruce Cosgrove who could not be in attendance. He is set up with the thank you letters to sponsors and individual RSVP's when they come in.

Jennifer Henry said the layout for the Ridge will allow for the attendees to walk through the vendor area before getting to the luncheon area. She said there are also outdoor options depending on weather.

Bud Richardson said he would like to get an idea of how many attendees will be interested in the optional afternoon tour. Jocelyn Maddux said an afternoon winery tour, including 3 wineries, that then directs people to restaurants in Auburn who will be offering a special on dinner would be favorable. Conversation followed regarding contacting both business associations and presenting the special dinner offer idea. Bridget and Jocelyn are going to work on this. Dave Snyder said online registration should include an area for people to indicate what optional activities they would like to participate in.

Jennifer Henry said the ticket pricing on the invite should reflect the ticket pricing on the sponsor sheet, which includes some optional meals/activities. Attendees name badge can reflect which activities they have paid for/ signed up for. She also reviewed the on site tours and open houses. It was said when the real estate companies become a sponsor, they can be added to the open house tour.

Jennifer Henry talked about the press release in APOA magazine. Rich Anderson suggested contacting Pacific Flyer or General Aviation News for possible PR publishing.

Adjourned at 8:40 a.m.

Future meetings:

8/2/2012 8am Room 10  
8/16/2012 8am Room 10  
8/30/2012 8am Room 10  
9/6/2012 8am Room 10  
9/13/2012 8am Room 10  
9/20/2012 8am Room 10  
9/27/2012 8am Room 10  
10/4/2012 8am Room 10

Minutes submitted by Deputy City Clerk Amy Lind.